

301 West Broad Street

A Premier Mixed Use Development
Leading the Revitalization of the
Falls Church City Center



Rushmark
Properties

Project Attributes



- **Substantial positive fiscal benefit.** Net fiscal impact to be \$1.32 M per year; \$22 M Net Present Value over a 20 year period. Equivalent to approximately \$0.046 per \$100 assessed value reduction in real property tax rate
- **Alignment with Comprehensive Plan and vision for the City Center**
 - Mixed Use, Pedestrian Friendly, Transit Oriented and Sustainable
- **Retail fronting on W. Broad Street**
 - 60,000 square foot Harris Teeter on the ground floor with public plaza area offering outdoor café and seating area
 - 3,470 square feet of additional retail space
- **Residential**
 - 282 rental apartments in six stories
 - Amenities: courtyard, fitness area, pool, bike racks, game room and storage
- **Underground parking for retail and residential customers/tenants**
- **Community engagement: active, ongoing and consistent**

Revisions/Improvements



- **Added more buffer area**
 - Planting area has been upgraded/increased to a minimum of 15 feet
 - Transformers have been relocated out of the buffer area
- **Moved massing and height to W. Broad St.**
 - Substantially more building setback from neighborhood
 - Approximately 90 feet height from grade at W. Broad St. to roofline
- **Enclosed “back of house” elements including the loading dock**
 - The loading dock area, trash area, and a portion of the service drive are now internal to the building
 - Eliminate visual and auditory impacts of truck loading/unloading and trash pickup
- **Reduced density**
 - The residential density has been reduced to 282 residential units
- **Underground utility service**
- **Revised Traffic Impact Analysis and Parking Assessment**
 - One point of egress from W. Broad Street for service vehicles
 - Identified mix of uses and parking ratios at other Harris Teeter locations
- **Traffic Demand Management plan according to City transportation goals**

Revisions/Improvements (cont.)



- **Discussion with Winter Hill neighborhood group to obtain input on pedestrian access from community**
- **Pedestrian Crosswalks**
 - A lighted, dedicated 24-hour pedestrian connection shall be provided through the garage connecting Annandale Road, and Winter Hill Community to W. Broad Street.
 - Construction, delineation, and signalization of the missing western north/south pedestrian crossing movement at the W. Broad Street and Little Falls Street
 - Provide crosswalk on Annandale Road in the vicinity of the proposed project
- **Landscape Architect (Studio 39) added to team**
- **Evaluated traffic impacts of Left Turn In off of Broad Street**
 - Routing changes induced by Left Turn In reduces traffic on Annandale Road by an estimated 1,490 cars daily
- **Contingent upon City approval of Left Turn lane off of Broad, propose consolidated drive aisle to service commercial and residential tenants at the entry point on Annandale Rd. furthest from the Winter Hill residents**

Site and Accessibility



Left Turn In



Retail Level



Parking – PI



Parking – P2

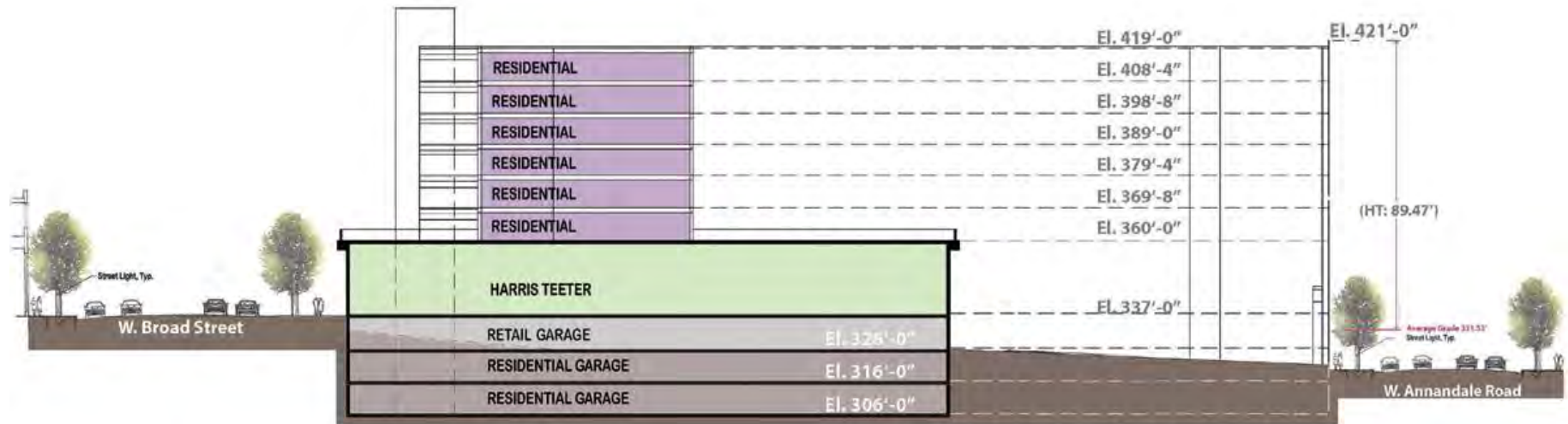


Parking – P3



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Section



North & West Elevations



South & East Elevations



Broad Street View



April 15, 2013

Plaza Close-Up



April 15, 2013

Broad Street View



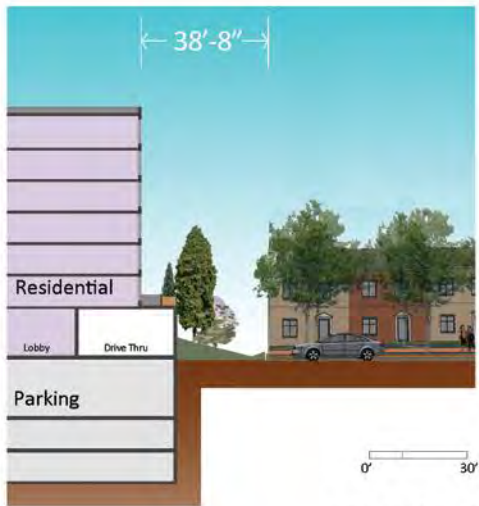
April 15, 2013

Annandale View

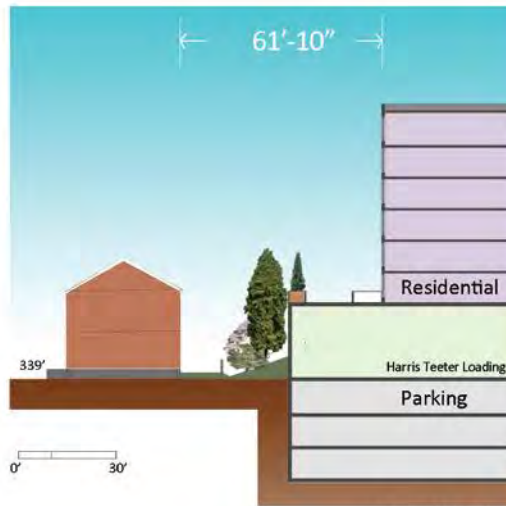


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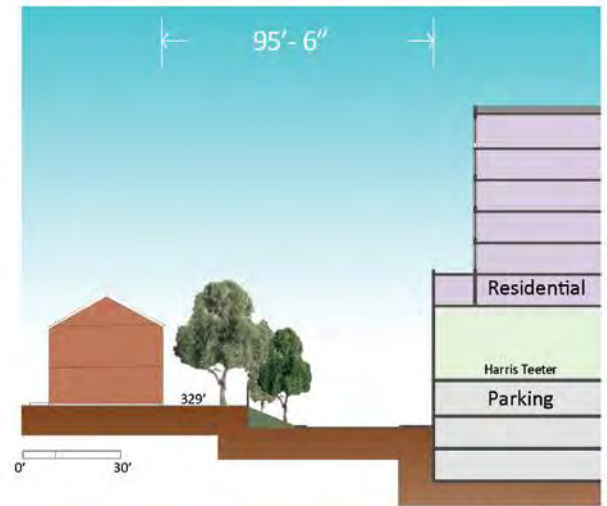
Cross Sections to Townhouses



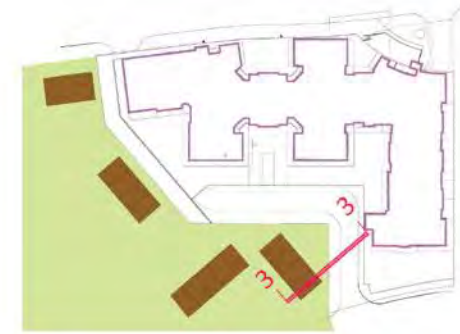
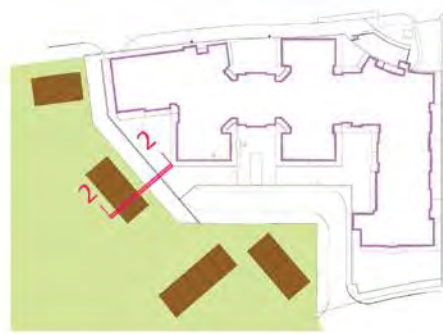
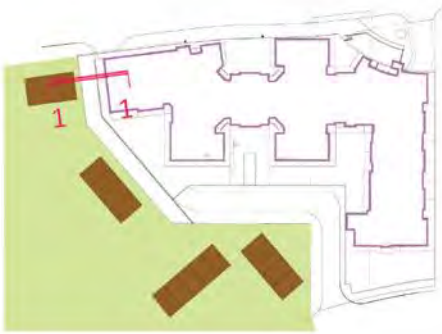
SECTION 1



SECTION 2



SECTION 3



View From Townhouses



View From Residential Unit



View From Residential Unit

